

CLAIMS:

1. A facility for handling data regarding web activity of a plurality of users each having an associated cookie, comprising:
 - a plurality of storage devices;
 - 5 each storage device containing web browsing activity information associated with the cookies of a selected subset of the users; and
 - all the web browsing information for each cookie being stored on a single storage device.
- 10 2. The facility of claim 1 including a data repository device connected to the storage devices, and operable to receive a stream of web browsing activity information from a plurality of web servers.
- 15 3. The facility of claim 2 wherein the data repository is operable to transmit a web browsing activity information and associated cookie to a selected one of the storage devices associated with the cookie.
4. The facility of claim 1 wherein each storage device is assigned a selected range of cookie values, and web browsing activity information associated with the selected range is stored in the associated storage device.
5. The facility of claim 1 wherein the storage devices are connected to a master computer operable to retrieve data from the storage devices.
- 20 6. The facility of claim 5 wherein the master computer is operable to analyze the data and generate an output.
7. The facility of claim 6 wherein the output includes a list of a subset of the cookies having a selected web browsing activity attribute.

8. The facility of claim 7 wherein the attribute is past activity at a selected web entity.
9. The facility of claim 1 wherein the web browsing activity information is indexed by cookie.
10. The facility of claim 1 wherein each of the storage devices includes a processor, and wherein the processors operate independently of each other.

5 11. A method of handling data regarding web activity of a plurality of users, comprising:
recording a selected web activity by a user;
determining a cookie associated with the web activity;
determining which of a selected plurality of storage devices contains information associated
with the cookie; and
10 storing a data set associated with the selected web activity in the determined storage device.

12. The method of claim 11 including receiving a stream of web browsing activity information from
a plurality of web servers, and transmitting the information to a selected one of the storage
devices.

13. The method of claim 11 including establishing a selected range of cookie values for each storage
device, and wherein determining which of a selected plurality of storage devices contains
15 information associated with the cookie includes determining which selected range into which the
cookie falls.

14. The method of claim 11 including providing a master computer operably connected to each of
the storage devices, and operating the master computer to retrieve data from at least one of the
20 storage devices.

15. The method of claim 14 including operating the master computer to analyze the data and
generate an output.

16. The method of claim 15 wherein generating the output includes generating a list of a subset of the cookies having a selected web browsing activity attribute.

17. The method of claim 16 wherein the attribute is past activity at a selected web entity.

18. The method of claim 11 including indexing the web browsing activity information by cookie.

5 19. The method of claim 11 wherein each of the storage devices includes a processor, and including operating the processors independently of each other.

20. A method of handling data regarding web activity of a plurality of users, comprising:

recording a selected web activity by a user;

determining a cookie associated with the web activity;

10 providing a plurality of different storage devices;

assigning each storage device a unique set of cookie values; and

storing a data set associated with the selected web activity in the storage device having an assigned set into which the cookie falls.

11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100